Financial Sports Fans

Only a few years ago, most banks and other financial services companies viewed major sports events as promotional vehicles best left to brewers and other advertisers. No more. In 1985, some 200 banks, insurers and other financial services companies spent more than $1 billion on ads and promotions connected with sports events. And both figures are expected to rise substantially this year.

One reason for the industry's interest in sports? Attendance at sports events has risen 50 percent in the last decade, and "most ticket buyers who made sports a $150 billion industry last year have bank accounts and buy insurance," said Robert T. Zito, director of CN Sports, a consulting group in Rahway, N.J.

(Reproduced from the business section of the New York Times of February 2, 1986)

BASEBALL

Moves Up To Country's No. 1 Spectator Sport

Attendance: 78,335,524

	1985		*Difference 1985 & 1984*
BASEBALL			
Major Leagues, 26 Teams	46,838,819	PLUS	2,095,956
Minor Leagues, 17 Circuits	18,380,000	PLUS	799,701
World Series and Play-Offs	1,447,789	PLUS	229,710
Colleges	11,668,916	PLUS	1,747,386
Totals	78,335,524	PLUS	4,872,753
RACING			
Thoroughbreds	50,499,754	PLUS	215,430
†Harness	22,925,399	minus	1,310,675
Totals	73,425,153	minus	1,095,245
FOOTBALL			
Collegiate, 661 Schools	36,312,022	minus	340,157
National Football League, 28 Teams	13,345,047	minus	53,065
U.S. Football League, 14 Teams	3,086,234	minus	1,308,148
Post-Season Games, Colleges & Pros	2,112,998	minus	125,507
Totals	54,856,301	minus	1,826,877
BASKETBALL ('84-'85 Season)			
1266 Senior Colleges	32,056,673	PLUS	372,595
N.B.A., 23 Teams, Including Play-Offs	11,490,944	PLUS	380,461
Totals	43,547,617	PLUS	753,056
HOCKEY ('84-'85 Season)			
National Hockey League, 21 Teams	12,741,230	PLUS	274,444
†Minors & Colleges	10,138,266	PLUS	1,390,658
Totals	22,879,496	PLUS	1,665,102
GREYHOUND RACING	23,966,739	PLUS	1,682,837
†**BOXING**	4,327,300	PLUS	467,300
†**WRESTLING**	16,375,250	PLUS	3,465,250
†**AUTOMOBILE RACING**	61,302,550	PLUS	3,696,250
†**SOCCER**	6,042,680	minus	1,501,624
†**TENNIS (Open)**	5,341,608	PLUS	254,388

†Estimated, exact figures not available.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Ass'n. of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, United States Football League, National Hockey League, American Hockey League, International Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n., N.C.A.A. College Basketball Survey, American Greyhound Track Operators Association, Bert Randolph Sugar (boxing, wrestling), Major Indoor Soccer League, American Indoor Soccer Association, Racing Division of the Goodyear Tire and Rubber Co., Association of Tennis Professionals and U.S. Tennis Association.

46 YEARS—THOROUGHBRED RACING'S INCREDIBLE GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587
1983	50,169,430
1984	50,284,324
1985	50,499,754

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1985

	Racing Days	Attendance
California	619	10,164,826
New York	469	4,964,262
New Jersey	311	3,485,622
Louisiana	558	3,238,725
Florida	382	3,074,467
Illinois	484	3,047,370
Maryland	304	2,300,295
Kentucky	304	2,175,060
Pennsylvania	380	1,925,040
Nebraska	233	1,856,889
Ohio	428	1,816,206
Washington	345	1,578,341
Massachusetts	268	1,372,992
Arkansas	62	1,367,371
West Virginia	477	1,325,279
New Mexico	387	1,303,165
Minnesota	83	1,092,529
Arizona	193	819,583
New Hampshire	165	786,390
Michigan	186	748,647
Oregon	151	483,376
Delaware	99	418,653
Oklahoma	123	308,468
Montana	66	186,817
Idaho	51	161,567
Wyoming	42	131,332
Colorado	11	n.a.
Miscellaneous, Hunt Meets, Etc.	36	366,482
Totals	7,217	50,499,754

n.a.—not available

Racing Attendance Exceeds Baseball In Eight Major Cities

NEW YORK CITY

	1985		Difference 1985 & 1984
RACING:			
Thoroughbreds	4,517,107		
Trotting	2,232,358		
Totals	6,749,465	minus	448,387
BASEBALL:			
New York Mets	2,751,437		
New York Yankees	2,214,587		
Totals	4,966,024	PLUS	1,301,514

PHILADELPHIA

RACING:			
Thoroughbreds	2,244,042		
Trotting	1,540,049		
Totals	3,784,091	PLUS	1,356,371
BASEBALL:			
Philadelphia Phillies	1,830,350	minus	232,343

BALTIMORE

RACING:			
Thoroughbreds	2,300,295		
Trotting	1,243,926		
Totals	3,544,221	PLUS	230,365
BASEBALL:			
Baltimore Orioles	2,132,240	PLUS	86,464

BOSTON

RACING:			
Thoroughbreds	1,372,992		
Trotting	523,716		
Totals	1,896,708	minus	33,151
BASEBALL:			
Boston Red Sox	1,786,811	PLUS	125,193

LOS ANGELES

	1985		Difference 1985 & 1984
RACING:			
Thoroughbreds	7,321,166		
Trotting	659,842		
Totals	7,981,008	minus	173,592
BASEBALL:			
Los Angeles Dodgers	3,264,593		
California Angels	2,567,427		
Totals	5,832,020	PLUS	294,199

CHICAGO

RACING:			
Thoroughbreds	2,264,731		
Trotting	1,862,988		
Totals	4,127,719	minus	1,033,085
BASEBALL:			
Chicago Cubs	2,161,534		
Chicago White Sox	1,670,075		
Totals	3,831,609	minus	413,034

SAN FRANCISCO

RACING:			
Thoroughbreds	2,843,660		
Trotting	199,479		
Totals	3,043,139	minus	218,500
BASEBALL:			
Oakland A's	1,334,609		
San Francisco Giants	818,697		
Totals	2,153,306	minus	201,520

CLEVELAND

RACING:			
Thoroughbreds	905,512		
Trotting	428,977		
Totals	1,334,489	PLUS	64,338
BASEBALL:			
Cleveland Indians	655,181	minus	78,888

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 73,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET

DAILY RACING FORM—COVERING MID-WESTERN MARKET

DAILY RACING FORM—COVERING WESTERN MARKET

DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.
10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520
LEO WALDMAN
Advertising Manager

COMPILED MARCH 1986

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination — $2.25 Per Line

These Publications Can Be Purchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Mondays	Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.90	66,239	46,194	40,044
MID-WESTERN MARKET				
Daily Racing Form	.70	64,802	*33,078	33,078
WESTERN MARKET				
Daily Racing Form	.70	43,953	†36,341	28,770
CANADIAN MARKET				
Daily Racing Form	.55	8,565	†9,174	5,271
Total		183,559	124,787	107,163

These are net paid ABC circulation figures, three months ending June 30, 1985.
***No racing Mondays. This is Tuesday's circulation.**
†No racing Mondays and Tuesdays. This is Sunday's circulation.

RATES FOR NATIONAL TURF DAILIES

Open	$2.25 per line
5,000 lines	2.15 "
10,000 lines	2.05 "
15,000 lines	2.00 "
20,000 lines	1.92 "
25,000 lines	1.86 "
50,000 lines	1.65 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publiciations, Handicap Products, etc.	$3.45 per line
Race Tracks	$2.65 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS —

Reservations 10 days in advance — subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

NATIONAL TURF DAILIES

Why Are They A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—73,425,153 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 73,000,000 in 1985.

★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $2.00—many times the cost of any other daily publication. The minimum yearly subscription price is $654.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 183,559 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1985 national attendance totaled 73,425,153, pari-mutuel wagering reached an all-time record high, $10,180,913,054, and purse distribution reached an all-time record high, $889,491,032. It is good business to go along with a winning combination.

★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1985 ADVERTISERS INCLUDED

Adirondack Trailways
Alonso Studio
American Telephone & Telegraph
American Teletimer Corp.
Amicus Press
Associations Underwriters, Inc.
Brescia Pole Buildings
British Thoroughbred Racing Tours
CCS Publishing, Inc.
Cadillac Kennels
Calif. Thoroughbred Breeders Ass'n.
Canadian Thoroughbred Horse Society
Century 21 Real Estate
Chazal-Blair Insurance Agency
Classic Gallery of Sport
Coca-Cola Bottling Co.
Community Transit Lines
Continental Trailways
Crown Publishers
Derby Limousine Service
Dutch Valley Mills
E. P. Dutton, Publishers
EQB, Inc.
ESPN
Fasig-Tipton Company
First Jersey Securities
Fortex/Fortiflex
General Instrument Corp.
Goffs Bloodstock Agency—France
Harris Books
Harry M. Stevens, Inc.
Horsemen's Sales Co.
Hotels
- Albany Hilton
- Americana Inn
- Arlington Place
- Bally's Park Place
- Best Western
- Caesar's Boardwalk Regency
- Capri Motor Inn
- Cherry Hill Inn
- Chicago Midway Airport Inn
- Circus Circus
- Condado Holiday Inn
- Garden Park Hotel
- Gideon Putnam Hotel
- Gloucester Inn
- Golden Nugget
- Harrah's Marina
- Holiday Inn, Miami
- Holiday Inn, Saratoga Springs
- Lexington Marriott
- Ramada Inn
- Ramada Renaissance
- Resorts International
- Riviera
- Sands
- Sheraton Country Inn
- Tropicana
- Trump's Castle
- Trump Plaza
- Union Plaza

Houghton Mifflin, Publishers
Illinois Dept. of Agriculture
International Bloodstock Agency
International Thoroughbred Breeders
James B. Beam Distilling Co.
Japan Cup
John Ewing Company
Keeneland Association
Laird's Apple Jack
Madison Square Garden
Mall Airways
Matchmaker Ltd.
Mather & Co.
Max E. Spann Inc., Realtors
Murray Electronics
Nationwide Horse Carriers
New Jersey Dept. of Agriculture
N. J. Sports & Exposition Authority
New Jersey Transit
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Pacesetter Productions
Palermo Restaurant
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
Radiation Dynamics, Inc.
Sal Anthony's Restaurant
Servomation Corp.
Shadowbrook Restaurant
Smart Insurance Services
Sotheby Int'l. Realty
Sportschannel
Stafford Publications, Inc.
St. John's University
Tattersalls
Texas Thoroughbred Breeders' Ass'n.
The Racing Scene Gallery
Trailways
Travco Int'l. Travel Service
University of Arizona
U. S. A. Sports Video
U. S. Coin Reserve
Video Projects, Inc.
Viking Press
W. F. Young, Inc., Absorbine
Westcliff Publications
Woodside Assoc., Publishers

MAJOR TRACKS IN UNITED STATES AND CANADA ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
- Aqueduct
- Belmont Park
- Saratoga
- Finger Lakes
- Roosevelt Raceway
- Yonkers Raceway

NEW JERSEY:
- Atlantic City
- Garden State
- Monmouth Park
- Meadowlands

MARYLAND:
- Bowie
- Laurel
- Pimlico
- Timonium

PENNSYLVANIA:
- Penn National
- Philadelphia Park

DELAWARE:
- Delaware Park

MASSACHUSETTS:
- Suffolk Downs
- Northampton
- Marshfield

NEW HAMPSHIRE:
- Rockingham Park

WEST VIRGINIA:
- Charles Town
- Waterford Park

MID-WEST

ILLINOIS:
- Arlington Park
- Hawthorne
- Sportsman's Park
- Balmoral
- Fairmount Park

MICHIGAN:
- Detroit
- Mt. Pleasant Meadows

KENTUCKY:
- Churchill Downs
- Keeneland
- Ellis Park
- Latonia

NEBRASKA:
- Columbus
- Ak-Sar-Ben
- Fonner Park
- Lincoln
- Atokad Park

OHIO:
- Darby Downs
- River Downs
- Thistledown

OKLAHOMA:
- Blue Ribbon Downs

ARKANSAS:
- Oaklawn Park

MINNESOTA:
- Canterbury Downs

SOUTH

FLORIDA:
- Hialeah Park
- Gulfstream Park
- Tampa Bay Downs
- Calder Race Course

LOUISIANA:
- Fair Grounds
- Jefferson Downs
- Evangeline Downs
- Louisiana Downs
- Delta Downs

WEST

CALIFORNIA:
- Bay Meadows
- Del Mar
- Hollywood Park
- Santa Anita
- Golden Gate
- Los Alamitos
- Stockton
- Pomona
- Pleasanton
- Sacramento
- Santa Rosa
- Fresno
- Solano
- Ferndale
- Vallejo

OREGON:
- Portland Meadows
- Salem
- Grants Pass Downs

ARIZONA:
- Turf Paradise
- Prescott Downs

WASHINGTON:
- Playfair
- Longacres
- Yakima Meadows
- Sun Downs
- Harbor Park

MONTANA:
- Billings
- Great Falls

COLORADO:
- Uranium Downs

NEW MEXICO:
- Albuquerque
- La Mesa Park
- Ruidoso Downs
- San Juan Downs
- Sunland Park
- Santa Fe Downs

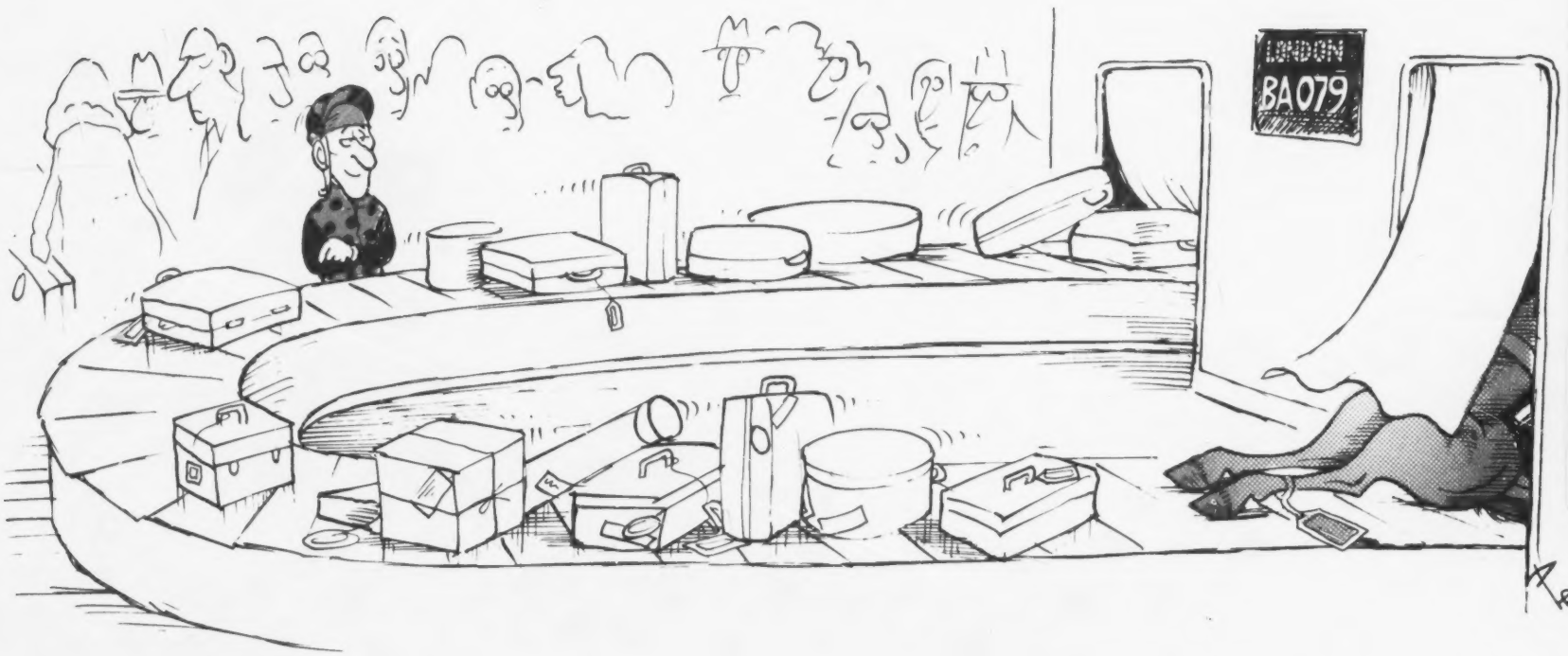
IDAHO:
- Les Bois Park

WYOMING:
- Wyoming Downs

CANADA

ONTARIO:
- Greenwood
- Woodbine
- Fort Erie

1985 SURVEY ON SPORTS ATTENDANCE



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